



TOWN OF MIAMILAKES MEMORANDUM

To: Alex Rey, Town Manager

From: Tony Lopez, Evaluation Committee Chair 

Subject: Invitation To Negotiate RFLI No. 2013-04, Park Program Services,
Phase I Evaluation Committee Meeting

Date: April 2, 2013

The Town received twelve (12) responses to the above referenced solicitation from:

- Academics, Arts, and Athletics Foundation
- Behavioral Links, Inc.
- Beyond the Bell Learning Center
- Creative Minds Arts, LLC
- Florida Education Leadership Council
- Kidworks USA, Inc.
- Moya Tennis Academy
- Miami-Dade College-North
- Pear Programs
- South Florida After School All Stars, Inc.
- Will Tutor U, LLC
- YMCA of Greater Miami

Overview

The purpose of this solicitation is to select one or more outside firms to provide a comprehensive set of community recreational programs for the Town, which have previously been provided by a series of independent companies, which has not afforded the Town of having one primary provider, or if some specialty programs are to be included, a limited number of providers. During the past year, some of the programs have also been provided by in-house staff.

The proposed approach will allow the Town to work with a main provider to improve the level of programs provided by the Town, improve the consistency and quality of the programs, as well as improving the marketing of the programs.

The Evaluation Committee ("Committee") met on February 11, 2012 to review the Submittals received in response to the above referenced solicitation. The purpose of this meeting was to develop a shortlist of firms to continue with the 2nd phase of the Invitation to Negotiate ("ITN").

During the evaluations, the Committee decided that while the preferred goal is to have one company or organization manage the Community Recreation Programs; the Committee identified that some of the firms who provided Submittals provided specialty programs that may benefit the Town. As part of the discussion on the specialty programs, the Committee suggested that the Town should explore the option to have some of the specialty program providers, if selected, perform as subcontractor(s) to one of the companies/organizations selected to provide the primary program services, if one is selected. Another option was to determine if the provider could offer the same or similar programs to the specialty provider at the same level of service.

As stated above the Committee has recommended the shortlisting of the firms, based on two (2) categories, listed below to be included in the 2nd phase of the solicitation.

Selected Firms include:

Primary Providers (able to provide programs in all three categories, summer camp, after-school, and community based)

- Pear Programs
- YMCA of Greater Miami

Specialty Providers

- Creative Minds Arts, LLC- Arts and Crafts Specialty
- Behavioral Links, Inc.- Special Needs Programs Specialty
- Moya Tennis Academy- Tennis Programs Specialty
- Will Tutor U, LLC- Educational Programs Specialty

Pear Programs was selected based on their being a well-organized company with a mix of very traditional programs together with having some interesting concepts that may benefit the Town. While the Town has not worked directly with Pear Programs in the past, they do have experience in providing programs to public entities such as the City of Aventura.

The YMCA was selected as one of the potential primary providers based on their having an established program, which they tailor to meet the needs of their clients. The Town has worked with the YMCA for many years and have found them to be responsive in meeting the needs of the Town.

Creative Minds was selected as a potential specialty provider based on their history of art programs they have provided to the Town. These art programs have been very well received by the participants and the Town has developed a good working relationship with them. While Creative Minds identified in their Submittal that they could also provide a Summer Program, the Committee recommended that they only be considered for under the Community Based Programs for their art classes.

Behavior Links was selected as a potential specialty provider for the programs they provide to individuals with special needs. Behavior Links is currently working with the City of Doral who are satisfied with their services.

Moya Tennis Academy was selected as a potential specialty provider should the Town wish to continue with a tennis program and the primary provider not be able to provide a program. Moya Tennis Academy is currently providing tennis lessons under a contract with the Town.

Will Tutor U.com has education based programs, which could be a benefit to the Town, if the primary provider is unable to provide such programs. These types of programs are especially beneficial for the Town's After School Program and for FCAT, PSAT, and SAT tutoring during the summer months or during the school year. While Will Tutor U.com's Submittal identified that they could provide programs in all three categories the Committee recommended that they only be considered under the Community Based Program or After School Program as a specialty educational provider. To be able to provide any other programs, requires they use subcontractors.

Some of the factors that were considered in not recommending any of the other companies/organizations include, but are not limited to:

- Beyond the Bell Learning Center, Florida Education Leadership Council, and Academics, Arts, and Athletics Foundation did not identify any of the three categories so it was not possible to determine which categories they wanted to provide to the Town. They also did not provide all of the requested information in their bid submittal and had limited experience with municipal entities. In addition, the Town was concerned about the interrelationship of the organizations and their owners or Board members. Information provided in the Submittals appears to overlap so it was not possible to determine who actually provided the services.
- Miami-Dade College-North has provided yoga and line dancing classes for the Town. Town staff has found communications to be difficult and the Town has experienced a high turnover level of instructors. Their submittal was also lacking in information requested in the submittal.
- Kidworks, Inc.- The Submittal identified that the services were provided at their facility rather than at the owner's facilities, which raised the question as to their experience in providing programs at multiple sites provided by the Town. While their submittal identified they could provide all three categories of programs; their Submittal was geared more towards the Summer Camp Program and their experience is mainly in working with pre-school aged children's programming. The Committee felt that Kidworks, Inc. has a preset program and they were concerned about the ability of the program being geared to meet the needs of the Town and be a primary provider.
- South Florida After School All Stars, Inc. ("SFASAS") did not identify any of the three categories so it was not possible to determine which categories they wanted to provide to the Town. The RFLI required that they provide information on their experience. SFASAS did not provide the information and stated, "Copies of contracts with individual school districts where programs have been conducted are available upon request". As such it is not possible to evaluate their experience.

Concur:  _____

Returned for Reconsideration: _____

C: Amber Riviere, Director, Budget & Administration
